THE WORLD

MONDAY EVENING, FEBRUARY 27.

SUBSCRIPTION TO THE EVENING EDITION (Including Postage). PER MONTH, 30c.; PER YEAR, \$3.50.

VOL. 28.....NO. 9,687

Circulation Books and Press Room OPEN TO ALL. EVENING EDITION

THE WORLD

for the week ending Saturday, Feb. 25, was as follows : MONDAY 89,520 TUESDAY 87,700 *Wednesday 75.540

THURSDAY 92,380 FRIDAY 92,780 SATURDAY 86,480

*Holiday.

LET THE LAW STAND.

Hurry up and hurry in the petitions against the repeal of the Saturday Half-Holiday Law. THE EVENING WORLD has already received many and long lists of names signed to the petition out from its columns. When working people by the thousand take the trouble to do this, it is plain proof that they are very much interested in preventing the repeal of

The Legislature reassembles to-day. If it respects public opinion it will keep its hands off the Half-Holiday Law. If it does not, its members will hear from the voters later.

A HITTING STRIKE.

When the Brotherhood of Locomotive Ensineers strikes it strikes to hit, and it generally hits, because the blow is decided on only after all other measures to secure justice have failed, and the weapon of last resort is taken up as the result of intelligent and careful deliberation.

Chief Arruva has shown equal conservatism and sagacity in his management of the affairs of the Brotherhood hitherto and that he gives his consent to the strike on the Burlington road will go far to convince the country that there is sufficient justification

Combined capital will snicker in its sleeve if differences between labor organizations shall lead to the failure of this strike.

STILL RIBING.

THE SUNDAY WORLD'S high-water mark is not a moss-grown " scratch," denoting some after-election freshet of bygone years.

It moves higher and still higher, and never recedes below the quarter-of-s-million figures. Yesterday the circulation touched the highest point yet: 277,250 copies. And there are more Sundays and greater

triumphs coming! Before the June roses bloom we expect to see THE SUNDAY WORLD'S sizeulation 300,000.

CONJUGAL POLITENESS.

It is pleasant to read that when the Presi dent's wife stepped from the car at the end of their homeward journey her husband helped her to alight and received "a smiling ment of his gallantry."

The President, it is said, "is growing more and more fastidious in the observance of these little courtesies towards his wife, and her evident pleasure in receiving his loverlike attentions is delightful to behold."

This is an excellent example to all married people. No woman ever outgrows her apprecistion of polite attentions from her husband; and if she remembers always to acknowledge them it renders the exchange of courtesies an object-lesson in good breeding gain" in Los Angeles in a lot that was held at \$4,000 and true-heartedness.

Politeness that does not outlast the honeymoon is only veneering.

AN ADVERTISING TEST.

The test of the value of the leading daily papers as advertising mediums, made by A H. Krne & Co., the clothiers, showed that THE WORLD secured them 350 customers, the Herald 122, the Tribune 121, the Sun 113, the Times 84, the Journal 58, THE EVENTRO WORLD 51, the Evening Sun 29.

All similar competitive tests have resulted in showing the incomparable superiority of THE WORLD as a medium for reaching the people. Figures tell-facts weigh.

The customers secured through the advertisement in THE EVENING WORLD outnumbered, it will be observed, nearly two to one those obtained through the Evening Sun.

The British-Americans in Chicago show a elear appreciation of one of the chief bulwarks of republican institutions in standing up sturdily in defense of the common school system. Free schools, a free press, freedom of opinion and of speech, a free ballot and free men are all essential to free govern-

Downs and ups are both given in the record of THE EVENING WORLD'S circulation. A score of 75,540 on a legal holiday has seldom, if ever, been equalled by an evening paper in this city, and the severe rain-storm on Saturday was barely able to depress the sales below the 90,000 mark. We have the sixfigure mile-post in sight.

The BLADER interview in THE SUNDAY Wonne causes the Republican dark horses to Sesume their Barkis-like whinnying.

With FORARER forging to the front in Ohio, Uncle JOHN SHREMAN'S baby-blizzard boom, which he fondly hoped would sweep over Ohio now that Bearen is out of the way,

appears to have exhausted its energies in evelling some of his own fences.

Is DEPEW, too, a Man of Destiny? It begins to look as though it might be his destiny to be beaten for a higher Presidency next November.

MAHONE may be a SHERMAN man, but it is as a second choice. He is a MAHONE man first.

WEALTH AND LABOR.

" For Labor naught but labor is." So Wealth would have the law, And make each toiler but a slave To feed its greedy maw.

No holidays for workingmen, If Dives could have his way; But for himself he'd try to make Each day a holiday.

But Labor has acquired a right It will not soon give o'er: It's Saturday half holiday It wants, and asks no more.

Assisted by THE EVENING WORLD Tota right it will maintain, If legislators are not slaves, Bound with Wealth's gilded chain.

STATEN ISLAND NOTES.

John Murray is a popular young man of Tompkinsville. John Santry is an enterprising plumber of New

Brighton. Hen Openshaw is a well-known young man o

B. T. Jacobs keeps the oldest established drug

store in Clifton. James Ambrose is the policeman stationed at the

St. George Ferry. Edward Burdeld is the proprietor of the Seal Hotel, at New Brighton.

Harry C. Jones is one of Tompkinsville's most enterprising business men.

William Crowley is one of the popular hotelkeepers of Tompkinsville.

ABOUT TOWN COSSIP.

Russell Sage, the ten-millionaire " nut and call ! operator, walked boldly into a Broadway clothing store on Saturday afternoon and tried on and purchased a fifteen-dollar suit of store clothes. That is the way Sage takes care of the pence.

Inspector Byrnes and Julian Hawthorne are enaged on a new detective romance to be called 'For Another's Crime." It is based upon a remarkable episode a few years ago on Fifth avenue in a wealthy English household, and belongs to the unwritten history of the Police Department.

Inspector Steers made his appearance at Police Headquarters after a day or two of illness. He can speak only in a whisper, and will not issue any loud orders at the French ball to-night, but he will prevent wine or liquors from being served in the private boxes. All drinking will be confined to the

"The Evening World" Ahead. In the contest among the newspapers inaugurated by A. H. King & Co., the record of answers to their advertisements stood : EVENING WORLD...... 51

Ivening Sun...... 29 Which speaks for itself.

WORLDLINGS.

Statistics of the peanut trade show that those who are fond of the humble gloober paid \$10,000,000 last year to gratify their fondness. Altogether about 8, 100,000 bags of the nuts were produced, of which the greater portion came from Tennessee.

Four generations of the Lane family, of Macon, Ga., were assembled under one roof the other day. Mr. Joel Lane, the patriarchai head of the family, is a hale and vigorous old man of eighty-six. He has used tobacco all his life time and does not find that it has disagreed with him.

Bread and milk with a piece of pie is a favorite anack" in Maine, and this is probably the reason why it comprises the regular lunch of the Maine delegation in Congress. Senator Frye omits the pie, and Congressman Reed sometimes varies it with apples, but the other members stick closely to their wonted articles of diet.

Trainmen on the Denver Pacific road are puzzled by the appearance of an uncanny spectre, which paunts their trains at night. Its favorite prank is to perch itself on a freight car brake wheel, where will sit for an hour at a time if unmolested. When a trainman plucks up enough courage to approach the unwelcome visitor it jumps out into space and

disappears. A Milwaukee man who has just returned from trip to California, where he went to see what the boom was like, says that he was offered a "bara front foot. Land in the open country twelve foot, and money was being loaned at 12 per cent.

Mrs. Fida Lewis died at South Hadley Falls, Mass., recently of a disease which it puzzied to loctors to diagnose, but which was treated as tumor. It was learned after her heath that twentyix years ago, when a girl of twelve, she had fallen and driven a darning-needle into her lip, and a post mortem examination showed that this had been the immediate cause of her death.

A correspondent writing from St. Petersburg says: "I saw more drunken men in Petersburg on the day of my arrival than I had seen in all the est of Europe during a four months' stay. The peasants of Belgium have a poor reputation for emperance, but I saw more drunken men in notel the day of my arrival than I saw in all Beigium."

Although the Czar is the nominal leader of the Russian Church, the real responsibility of direct_ ing its affairs rests with the Holy Synod, composed of the metropolitans of St. Petersburg, Moscow and Kieff. The primate of these, the Mctropolitan of St. Petersburg, occupies a large and handsome palace, with a vast number of clerks under him. and has a gift of \$12,000,000 annually from the public treasury, besides the offerings collected in all



A Fearful Threat. Wife-Now, this is the third time I

in the kitchen talking to the cook. husband—Yes, I—I believe it is.
Wife—Well, the very next time I catch ing to the cook I'll discharge her—and do it ing myself!
That cared him.

SAD CASE.

The Story of a Trunk Murder.

Thomas S. Brennan, now a Commissioner of Public Charities and Cor-rection, was Warden at Bellevue.

PART I. [WRITTEN EXPRESSIV FOR THE EVENING WORLD.]



OME of the freight handlers and workmen at the Hudson River Railroad Depot were disturbed one August morning in the year 1871 by a violently bad odor. It was a peculiar, sickening stench which was recognized as the effluvia of cor-

rupting human remains. Curiosity was greatly aroused as to the source of the dreadful stench. It was finally tracked, so to speak, to a large trunk which had been left at the station to be sent to a Western city, Chicago or St. Louis, I forget which.

It was decided to open the trunk and see what it contained. The lid was pried open. A ghastly sight was revealed. The decomposing corpse of a young and beautiful woman was found lying on its right side, the knees and the upper part of the body being doubled up so as to admit of its being packed in the trunk.

The trunk and its horrible contents were brought to the Morgue. At this time I was Warden at Bellevue Hospital. It was a position which brought me in contact with the tragic in life so frequently that it almost became a commonplace. But the sight of this young woman, who was not more than twenty years of age and very good-looking, packed away in that cheap trunk was an agitating one. The story told itself too clearly. In the weakness of her soul and the strength of her passion this young girl had rushed to her ruin. Then some effort to conceal the blight upon her fair name had cut her blooming womanhood down, and the authors of her death, and doubtless of her wreck as well, had resorted to this expedient to rid themselves of her troublesome remains.

It seemed to me an eloquent comment on the inevitable retribution which follows on moral disorder, and was one more pointed example of the truth there is in the trite adage: "The way of the transgressor is hard."



A GHASTLY SIGHT WAS REVEALED.

Who had done her to death? Who had led her to the abyss from which the only path had been through death's door? These were the questions which at once engaged the attention of the authorities and of the hole town.

The event was the sensation of the hour. Thousands of people througed to the Morgue to view the remains of the young victim. The majority were brought there by the morbid curiosity which loves to look upon human disaster. But many of those who streamed into the grim receptacle of the dead came thither with dread in their souls, fearing that one who had disappeared from the happy circle of home would lie before them in the cold quiet of death.

Inquiry was instituted at once to discover the sender of the trunk. There were no alles from town was finding a ready sale at \$100 a marks of violence on the tender body of the girl. Examination confirmed the theory which at once suggested itself, that she was the victim of malpractice.

The trunk was an ordinary one, stronger than most cheap trunks. There were no initials and no address. Probably the intention had been to have the trunk put on the train as the personal luggage of a traveller The courage of the person who was to have such "baggage" carried as a part of his per sonal effects probably failed him, or her after the trunk had been sent to the depot. Or it might have been that some accident had delayed departure. Again, it was possible Petersburg on my way from the station to the that after they had got it off their hands they had felt as if they were safe, as it could not be traced back to them.

> The excitement in the city was intense and everybody was interested in discovering the authors of the crime which lay back of the dead body in the trunk.

The first thing to be done was to find who had left the trunk at the depot. A small boy, named Parks, came forward and gave what looked like a clue to the discovery of the truckman. He had been at the depot when a man drove up with a trunk, which he thought was the same as the one in which the body was found, and asked him to lend a hand n getting it into the depot. The name on the man's cart was Tripp.

The trunk had remained at the depot for a day and a half before the stench from it had led to its being opened and the discovery of its ghastly contents.

Search was begun at once for a driver named Tripp. Two or three were found, but the boy did not recognize them. Finally, a driver named Tripp was discovered who the boy said was the man he had helped with the trunk. The man admitted it and told where he had got the trunk. The trunk itself was hadde found, and its resemblance to the one containing the remains was enough to account for the boy's mistake.

But the whole thing was a false scent and matters were not helped at all, though it had seemed so promising a clue at first.

Inspector Wailing, Detectives Price and O'Connell, and the whole force were on the alert to discover some track of the per

son or persons implicated in the trunk mystery. Investigation was made of all dubiou medical practitioners, boarding-houses were visited, and the most persistent and diligent efforts made to ferret out the thing. Nothing was obtained, however, to reward such in-

at the beginning. At this juncture I was called on one afternoon by a man who asked to see me privately. He was brought in. He was a man whose face was familiar to me, and I recalled after a moment that I had two or three times seen him driving a baggage-wagon in the neighborhood where I lived.

dustry. The matter stood just where it did

"Well, sir, what can I do for you?" asked, as he stood, hesitating, and apparently much embarrassed, before me. [To be Continued.]

ST. VINCENT FERRER'S CHURCH.

The First New York Parish Founded by the White-Robed Dominican Fathers.

1

Although the first Bishop appointed to the Episcopal See of New York, Father Concanen, was a Domin ican, the fathers of the

white - robed order never had a church in this city until a comparatively recent date. The headquarters of the order in this counin the West early in the last century, and no attempt was made to found a convent in to found a convent in New York until 1867. In that year the Father Preachers of the West sont repre-sentatives to this city,

sentatives to this city, and with the encouragement of the Arch-

and with the encouragement of the Archbishop the present site of the Church of St. Vincent Ferrer, at Lexington avenue and Sixty-fifth street, was purchased and preparations made for the immediate erection of a parochial church and a convent.

The corner-stone of the new church was laid Nov. 10, 1887, by Archbishop McCloskey, the ceremonies being attended by representatives of all the religious orders in the vicinity as well as by all the prominent members of the secular clergy. The church was two years in building and was finally ready for dedication Dec. 12,1869, which ceremony was also performed by the Archbishop.

The church is an imposing structure, its interior dimensions being 172 feet long by 75 feet wide, the style of architecture being plain Gothic. The interior was handsomely decorated, and the high arches of the roof gave the vault of the, nave a height of 50 feet. The sanctuary is ornamented with rich paintings representing several of the saints of the order, and the ceiling and walls are elaborately and artistically illuminated. The altar piece is a magnificent painting of the crucitivion. The alter piece is a magnificent painting o ne crucifixion, The first pastor was the Rev. George A. J.

the crucitixion,

The first pastor was the Rev. George A. J.
Wilson, who was also Superior of the convent, a four-story building which was erected in the rear of the church. Since his time several of the members of the order have held the office of pastor, including the Very Rev. Michael D. Lilly, who is now the provincial and pastor. He was formerly pastor from 1871 to 1877, when he was succeeded by the Very Rev. Joseph H. Slinger.

A society established in the parish of St. Vincent Ferrer is the Third Order of St. Dominic, which is composed of persons living in the world, and which exerts a powerful influence for the church in society. There are also connected with the church a Conference of St. Vincent de Paul, the Society of the Most Holy name of Jesus, the Confraternity of the Most Holy Rosary, the Sodality of St. Thomas, or the Angelic Warfare; the Society of the Sacred Heart of Jesus, and the Christian Doctrine Association.

One of the special branches of work among the fathers of this order are the missions which they undertake in the different churches, and at the Convent of St. Vincent Ferrer there are several who are set apart for this particular department of religious work. The present members of the convent, besides the Provincial, the Very Rev. Michael D. Lilly, are the Revs. Sidney A. Clarkson. O. P.; J. R. Meagher, O. P.; J. P. Devereux, O. P.; J. P. Vallely, O. P.; M. A. Sheehan, O. P.; H. P. Conley, O. P., and J. C. Gilroy, O. P.

The new convent, which was erected in 1881 at the corner of Sixty-fifth street and Lexington avenue, is a large and commodious structure. At the same time a gallery run-Lexington avenue, is a large and commodious structure. At the same time a gallery running the entire length of the building, and terminating in the choir or private chapel for the members of the order, which connects

the members of the order, which with the sanctuary, was constructed.

The new parish school-house fronting on Sixty-fifth street, in the rear of the convent, some completed at a cost of \$80,000. has just been completed at a cost of \$80,000. Its dimensions are 120 by 50 feet, and it has accommodations for 1,200 pupils. The schoolrooms are all large and well lighted, and the ceilings are high. The building has four stories. It will not be opened until next

"The Evening World" Ahead.

In the contest among the newspapers in augurated by A. H. King & Co. the record of answers to their advertisements stood: EVENING WORLD..... 51

Birds of Passage. Hector A. De Castro is at the Hoffman. H. A. Crane, of Buffalo, is at the Grand. 1. Hyman, of Montreal, is stopping at the Al

Ex-Speaker Titus Sheard has rooms at the Ex-President M. T. Prado, of Peru, is at the Mr. Cook, the millionaire panker of Cincinnat

s at the Fifth Avenue. Congressman Bourke Cockrane receives his friends at the Hoffman. Ex-Congressman John H. Camp, of Syracuse has rooms at the Fifth Avenue. The Albemarie accommodates Mr. and Mrs. seorge W. Warren, of Boston.

The Gilsey accommodates H. Catlin, of St. Louis and D. Johnson, of Philadelphia. F. Bode, of Chicago, and Geo. K. Birge, Buffalo, are stopping at the St. James. Gustav Hinrichs, Director of the National Opera ompany, is at the Union Square Hotel.

Albert C. Dam, of Portland, Me., is the guest The Fifth Avenue Hotel's register shows the presence in this city of H. S. Pierce, of Boston. John O'D y. Chairman of the Democratic State carditee of Missouri, has a suite at the Hoffman. Roland Reed, the comedian, and Miss Alice instings, of his company, are at the Morton

The wealthy iron furnace manufacturer, James . Whithrow, of Pittsburg, has rooms at the Fifth Stopping at the Morton House are A. W. Carle-on, of Boston; the Irwin Staters and E. W. Mer-ica, of Washington, At the Union Square Hotel are Charles L. Weed, of Philadelphia, Frederick L. Platt, of Boston, and M. E. Lewis, of Troy.

Sudden Death in Central Park. James Pay, of 834 Ninth avenue, a foreman is Central Park, died suddenly while at his work this

The Old Fight Renewed.

The ring druggists again rampant. They refuse to handle

RIEREN'S GOODS

somewhat to the inconventence of the public, but very much to the satisfaction of the respectable and liberal druggists and dry and fancy goods houses, who are resping the benefit of the immonse sales of RIEREN'S PREPARATIONS.

The old ring druggists have again come to the front and are trying to organise against RIEREN and low prices. It seems to us that they will get a worse whipping this time than before, as everybody knows that RIEREN PREPARATIONS are not only the BREET but the CHEMPARATIONS and TOLLER FRENARATIONS that have ever been offered to the people. They have stood the test of mearly half a contury, and we rather think the RIEME FRELOWS will burn their fingers AGAIN.

WONDERS OF A BIT OF PAPER.

CARRYING MESSAGES THOUSANDS OF MILES WITHOUT DELAY.

The Progress Made by the Prepaid Postal System in Less Thun Half a Century-What the First Stamp Looked Like-Rowland Hill's Idea Anticipated by Frenchman-Advantages of Collecting. The postal system of this Republic is one

of the most wonderful institutions of the world. For two cents you may send a letter weighing an ounce to San Francisco in seven It will go in a private car, along with several thousand other missives, and will be

delivered to the person to whom it is addressed without an hour's loss of time, as surely as the note you gave to your office boy to deliver on the way to the post-office. Four thousand employees in the Federal ouilding opposite the office of The Evening

WORLD work to this end. The postal service

is a fact, and a most agreeable one. How many letter-writers, when they lick he back of the portrait of the Father of his Country before ornamenting a corner of the envelope with it, realize that they are taking he initial step in the enjoyment of a privilege which their grandfathers did not possess? So thick and fast come the advancing steps of civilization, the march of progress is such a "company front" movement, that the labor-saving, time-annihilating, ease and comfort bringing innovation of yesterday is the staid, accepted, commonplace fact of to-

Thus it is with the prepaid postal system The children who wondered at the first postage stamp are nearly all in the land of the living yet, to tell the wonderful story.

But they don't tell it. They have forgot ten all about it. To the Rev. Rowland Hill. of London, who was a statesman as well as a great divine, should be given the credit for the introduction of an idea which was equal

the introduction of an idea which was equal in its day and generation to the most startling invention of Edison.

It was in 1840—not long ago to be sure—that the old system of leaving the postage on your missives to be paid by the receiver was abolished in England, and the prepaying postage stamp made its first bow to the public. It bore about as much resemblance or affinity to the beautiful and artistic Jubilee series issued last summer by the British Government as George Stephenson's first locomotive b ars to the iron steeds of the railroads of to-day.

comotive b ars to the iron steeds of the railroads of to-day.

The idea of prepaid or stamped paper
originated in the brain of M. de Velaver,
who, in 1653, in the reign of Louis XIV.,
established a private penny post, placing
boxes at the corners of the streets of Paris
for the reception of letters, which were
franked by pasting bands about them. These
slips were sold for a sou tapé, and "could be
bought," says M. Piron in a pamphlet published in 1838. "at the palace, at the turntables of convents and from the porters of
colleges."

But the idea died apparently with its originator, not to be revivified till in 1837, Row-land Hill obtained the passage by Parliament of a bill which proposed the prepayment of postage by means of stamped envelopes.

William Mulready obtained the contract for engraving the envelope in 1840, and his design was unique and perhaps prettier and more tasteful than any following issue of



THE FIRST STAMP FOR CHEAP POSTAGE. Great Britain. It had the merit of symbolism, too. It covered the whole upper half and ends of the envelope, leaving only space enough for the address, like postal cards of to-day. There was an ideal portrait of Britannia sending out angelic messengers to the nations of the earth, while female figures were seen reading letters.

were seen reading letters.

Within a year this unwieldy device was lope. These stamps were printed in sheets and were separated by cutting. Then some one lost to fame thought of a way to gum them in the sheets ready for use, and afterwards another unsung benefactor of the race invented the perforating machine, which i still used, so that no scissors were needed to

separate the stamps.
Since 1840 the British Government has is sued a dozen series of stamps, renowned among philatelists as the least attrac-tive in the whole 9,000 varieties of post-age stamps that have been printed in these forty-eight years. All the British stamps bear the diademed head of Queen Victoria. and it may be said in passing that there are fitty five colonies and provinces of the do-minion on which the sun never sets which

have issued postage stamps bearing the por-trait of Queen Victoria.

But this boasted land of progress did not take up the new-fangled notion of our Brit-ish cousins till 1847—after Switzerland, and even Brazil, had adopted it. even Brazil, had adopted it.

J. Walter Scott, who has made a small fortune in the business of collecting the postage stamps of all nations and selling them to collectors, and who has lately retired from business, has in his possession a bill made out by J. Lorimer Graham, who was Postmaster of this city prior to the introduction of postage stamps, against a merchant for

of postage stamps, against a merchant for postage due on mail addressed by him to his customers, and which he had contracted to pay in advance.

There are now some three hundred stamp. issuing countries, and the prepaid postal service is universal

There is no amusement so instructive for a youthful mind as that of stamp-collecting. The stamps form a splendid kindergarten.

The collector's curiosity is stimulated to inquire into the reasons for the various designs and changes, and he is led to investigate the history, manner and customs of the stamp-issuing countries, so that educators have largely accepted the pastime of collecting stamps as a help in these branches. The late Mrs. Whiting, of this city, adopted this "fad" as a part of her curriculum, and Mr. Scott says that in the past twenty-five years Scott says that in the past twenty-five years he has numbered among his customers many of the great of this country and Europe who have bought liberally of the letter-franking adhesions for their children, grandchildren, nephews and nieces, while not a few of them have derived much personal enjoyment from the study of philately.

Among those who may be mentioned as, if

Among those who may be mentioned as, if not collectors themselves, at least recognizers of the benefits of the study, are Queen Victoria, Kaiser Wilhelm. Bismarck, the Prince of Wales, King Humbert, James G. Blaine. Chester A. Arthur, Grover Cleveland, Roscoe Conkling, Senator Edmunds, the Vanderbilts, Henry Ward Beecher, Theodore Tilton, Gen. Sherman, Gen. Grant and James A. Garfield.

Quick Work by Firemen. Three alarms were sent out for a fire in Heywoo Bros.' chair factory at Cherry and Jefferso

streets, at 1.50 o'clock this morning. The peopl in the neighborhood were badly frightened, as the thought that the fire would spread. The firemer extinguished the flames in half an hour, however, after \$2,500 damage had been done. Architecturally Perfect. What makes THE world win so much "ble."
From its competitors, pray,
Thi to the leading place it's "ris \$"
Because it is built that way!

INTELLIGENT ADVERTISING.

[From this Morning's World.] Newspaper advertising, when intelligently certain and profitable form of communication between business men and the general public. But of all the millions of dollars spent annually in this country in newspaper advertising, what proportion can be said to be invested with judgment and foresight? How many advertisers really take the trouble to ascertain the best mediums for advertising, and how many convince themselves in advance that newspapers give them the circulation which they are supposed to pay for?

In the case of THE WORLD the advertises has every advantage. Sworn statements of circulation are at his service, our pressrooms are open to him and our subscription and circulation books are unscaled. There is no mystery, as is the case in every other New York newspaper office.

Apropos, here is an incident, and a result which will certainly not be lost upon the commercial public: The clothing firm of A. H. King & Co., of this city, recently determined to ascertain for itself where money could be best invested in newspaper advertising. It caused, on Saturday, Feb. 18th, an advertise ment to be inserted in the leading newspapers of the city, which was headed as

CUT THIS OUT.

IT'S WORTH ONE DOLLAR. NEW YORK, Saturday, Feb. 18, 1888. We promise to pay One Dollar to any customer purchasing \$10.00 worth or over on presenting a copy of this advertisement at our Store before 10 P. M. Saturday, Feb. 25. (Signed) A. H. KING & CO.

In order to ascertain the relative merit of the leading daily newspapers of New York as advertising mediums, we make the above proposition. We have inserted this advertise-nce in the Herald, "an, World, Times-Tribune and Journal, and will keep on file each copy presented to us by customers and publish the "record" on Sunday, Feb. 26.

Yesterday Messrs. King & Co. gave the result of their novel experiment to the public. The sales made upon advertisements inserted in eight newspapers were as follows:

THE RECORD:

NEW YORK WORLD...... 350 New York Herald...... 122 New York Tribune...... 121 New York Sun...... 118 New York Times..... New York Journal..... EVENING WORLD..... Evening Sun.....

World the credit of being "the medium of all others to reach the great mass of population." They say that the customers obtained through other newspapers were good in quality, but the facts show that the advertisement inserted in THE WORLD brought the business. According to this fair and just test THE

Messrs. King & Co. publicly give THE

WORLD, as an advertising medium, is almost equal to the Herald, Tribune, Sun and Times combined. No stronger or more convincing proof of THE WORLD's universal circulation was ever presented to the public than that which is furnished in this voluntary testimonial of a business firm which has certainly demonstrated that it knows how to advertise.

THE NEW BROADWAY THEATRE.

To be Opened by Fanny Davenport in "La Tosca" on Saturday Night.

The new Broadway Theatre will be opened to the public on Saturday night, when Miss Fanny Davenport will appear in Sardou's latest play, "La Tosca." The theatre has a frontage of 92 feet 2 inches on Broadway, 98 feet 9 inches on Seventh avenue and 157 feet 2 inches on Forty-first street. Messrs. French & Sanger, the managers of the new enterprice have made their house as nearly fire

prise, have made their house as nearly life-proof as possible.

The floor of the auditorium is made of iron beams with brick arches between the beams.

The woodwork, scenery and carpets have all been subjected to a special process, with a view of rendering them less inflammable in case of fire. There are exits on all four sides of the theatre, and it is said to be one of the easiest theatres in the world to empty. The parquet will seat about 700, the balcony 450

and the gallery 600.

The theatre is decorated in the Romanesque style and lighted by the Edison system of incandescent light. The house is also piped with gas, to be used in case of emergency. with gas, to be used in case of emergency. The management are particularly proud of the way in which the structure is ventilated. There is a shaft running from 10 feet above the roof, through which pure air is drawn down by means of a fan in the vaults under the Forty-first street sidewalk.

In winter the air will be forced over heated

new theatre is handsome and commodious and it will be heartly welcomed by the the atre-goers of this theatre-going city.

pipes and in summer over beds of ice into perforated openings in the auditorium. The new theatre is handsome and commodious,

NOTES ABOUT MUSICIANS. Prof. J. Pearson Price has instructed more than one hundred public singers.

Friends of Archibald Ferguson are trying to per made him to sing in public. Prof. J. Ernest Perring counts among his form pontls Madame Patti and Signor Campanini. Miss Marie de Sano, of "A Parlor Match" Con pany, is said to be thinking of making her début as

a singer.

Long Trip of a Mouse on a Wire [From the San Francisco Examiner.] A oneer mid-air spectacle was witnessed at noo yester lay by a whole boarding-house full of people and throngs of excited school children. A mouse was walking one of the high wires of the Pacific Postai Teiegraph Company opposite the Rossmore House, on Stockton street. When he had got 30 feet away from the teiegraph-pole the mouse grew very timid and scarcely advenced at all. At length he grew bolder, and shally made the perilous distance of over 300 feet to the next pole. The wire must have been at least twenty feet from the ground, and how the mouse got so high in the air on the wire and was chabled to walk it at all was a cause of much wonder to everybedy. A child at length explained the mystery of the mouse's queer journey by narraing how a black-and-tan dog hat pursued it, making it take to the pole. When the inquise had completed his dangerous mid-air trip he climbes down the pole and stepped on the hand of a looker-on, who carried him away in triumpa. Postal Telegraph Company opposite the Rossmore

Polsoned by a Spider.

[From the Louisville Courier-Journal.]
James Ryan, who resides about two miles northyest from Watson, Ind., is seriously ill at his nome from the effects of a bite of a spider. Death is expected to result. About a week ago he was cleaning out his stable, when a targe spider fell from a after upon his neck. It no soober struck him than he brushed it off. A few hours afterward a small ne broaned to fit. A few mours afterward a small plumple made its appearance on his neck, where the insect struck. Before he retired at hight it was considerably inflamed. By morning he had a raging fewer. He has had the bost of medical attention, and the inflammation has been greatly reduced, but the fewer is not broken. In his delirium he talks of nothing but the spider, and it is feared that even if he recovers his mind will always be impaired.

TRYING TO GET A PENSION.

directed, has long been regarded as the most . THE WIDOW OF A MEXICAN WAR VETERAN SEEKING INFORMATION.

> An "Evening World" Reporter Gets Part of the Facts Wanted from Gen. Frans Sigel at the Pension Office-A List of Sailing Ships Engaged in the Mexican War-Information for Veterans' Widows.

> The following letter, which was received at THE EVENING WORLD office on Feb. 23. touches upon a subject of more than usual interest to persons similarly situated :

> To the Editor of The Evening World:
> A poor widow, whose husband was a sailor and A poor widow, whose husband was a sailor and served on board of one or more of our navy vessels during the Mexican war, has requested me to find out the names of our naval vessels of that period. She is applying for a pension, but the department will give her no information and she is too poor to employ any one to find out.

> An old sailor who was acquainted with her hus-band tells her that if he had a list of our naval vessels of that period he could recall the vessels her husband served on. She says there are others her busband served on. See says there are others who are in a similar condition.
>
> It occurred to me that it might be of interest to THE EVENING WORLD to publish a list, with some instructions how to find the names of the men who served on each. I believe that such a report would be a Godsend to a great many, but whether it would be of value to your paper I do not know.
>
> C. B. Boytes, 125 East Sixty-third street.
>
> New York, Feb. 32.

> An Evening World reporter this morning called at the Navy-Yard, and after wandering around a sea of brick wall and a labyrinth of avenues, at length found a little

building, leading from the York street en-trance, known as the Lyceum, in which the records and other literary matter pertaining

records and other literary matter pertaining to naval affairs are kept.

The Captain of the yard, to whom the reporter showed the foregoing letter, said that he did not have any statistics then which would cover what was wanted, but he felt sure the Pension Agency could answer any question contained in the letter.

Pension Agent Gen. Franz Sigel, who was present in his office when the reporter entered, read the letter, selected a big naval authority from his stock of books, gave some instructions to one of the clerks, and in a few minutes the following list of sailing vessels which actually took part in the Mexican sels which actually took part in the Mexican war was obtained:

Columbia,
Waterwitch,
Spencer,
Cyane,
Raritan,
Potomao,
May,
Mississippi,
Dale,
Saratoga,
Erie, John Adams, Lexington, Ætna, Columbus, Albany, Levant, Walker, Perry, Portsmouth,

Princeton, Preble, Pennaylvania, Spitäre, Falmouli, Beorpion, Porpoise, Warren, Reefer, Cum reriand, Independence, Erie, Ewing, The first gun in the war with Mexico was fired Sept. 14. 1847, and it was not until February, 1848, that peace was restored. The following vessels were built or purchased by the Government prior to that time and were retained in commission after the war ended: retained in commission after the war ended. Active, Ariel, Bonita, Boxer, Constitution, Decatur, Delaware, Dolphin, Electra, Experiment, Falcon, Flirt, Fredonia, Germantown, Jamestown, Macedonia, Mahonese, Malek Abdhel, Marion, New Orleans, Niagara, North Carolina, Oneida, Oneka, hye, Petrel, Phenix, Pioneer, Relief, Saint Lawrence, Saint Louis, Saint Mary's, Southampton, Supply, Tampico, Truxtun, Vermont, Yorktown, Edith, Fulton, Gen. Taylor, Iris, Massachusetts, Michigan, Petrita, Poinsett, San Jacinto, Saranac, Stevens war steamer, Susquehanna and Vixen.

ens war steamer, Susquehanna and Vixen.

A complete list of the sailors who served on any of these ships will have to be obtained by writing to the Secretary of the Navy at Washington.

" The Evening World " Abond.

In the contest among the newspapers in-augurated by A. H. King & Co. the record

of answers to their advertisements stood: EVENING WOBLD....

Evening Sun..... Which speaks for itself.

A Cold Wave Coming. The young man who has charge of the weather bureau issued a manifesto this morning warning the people of this city to prepare for a cold wave which will strike here early to-morrow morning. The people out at St. Vincent are suffering with the cold and a blizzard, with the thermometer at ES degrees below zero. The centre of the cold wave is in Northern Minnesota.

Captain Westervelt and the Sneak Thieves. was summoned to police headquarters by Inspector Conlin this morning to explain the published assertion that his precinct was overrun with meak robbers. Captain Westervelt produced papers to show that his patrolmen and detectives had arrested the thieves and recovered fully 90 per cent. of the stolen property.

FUN FOR AFTER DINNERS



In the Stock Exchange Smoking-Roo Coverty Shorts—It's a daisy, old man. Fget them of a Cuban who smuggles them. Kirby Stone (breathing cantiously) -Say, Cov. why don't you get the same Cuban to follow yo 'round and smuggle the smoke?

Disappointed. [From the Chicago Times.]
It is a matter of very deep regret to the young women of the Freshmen Class of Cornell University that they succeeded in hiding away from the young

men and having a supper "all by themselves" the other night. They had been planning for several weeks to steal away from the boys and have such a supper, and now that they have had it they agree that the young men are just as mean as they can be that they dudn't scarca the girls out and break inset the room. He Could Imagine It. (From the Nebruska State Journal.)
Did you read about that cyclone in Illinois !

Yes. It must have been a horrible affair !" "Did you ever see a cyclone?"
"No, but I can imagine what it would be like." " hiy wife has three sisters visiting her.

A Townful of Rivals [Prom the Pittsburg Post.]
A clitzen of Williamaburg has issued a challenge to sleep against any man in the world for a space of 142 hours for a big forfeit. He had better not promulgate that casallenge in Philadelphia, or he will find pienty of men to sleep him out in one round.

Not to be Caught That Way, Net to be taught line formal,

(From the Nebrasha State formal,)

"On stay," the maiden said, "and rest,"

Thy weary head upon my breast;"

"Ana, my girl, you can't," said he

"Work off a leap-year gag on me—

Excelsion?

Its Object.

The name of Dr. McGlynn's new paper in oppo-attion to Henry George will be the Eagle. Its mis-sion will be to perch on the Mandard and beaf down hard.